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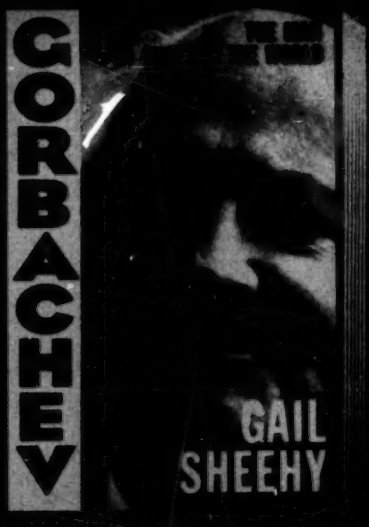

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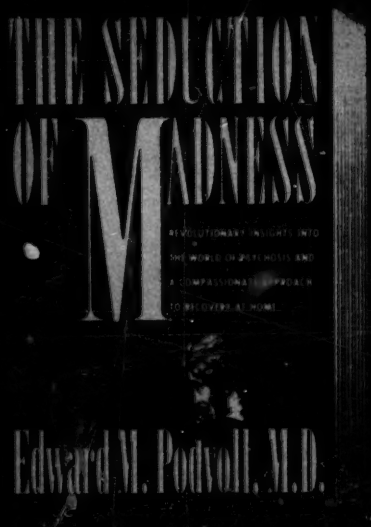

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Time to Acquire Lane, Publisher of Sunset Books

Time Warner has agreed in principle to acquire Lane Publishing Co., publisher of *Sunset* magazine and Sunset Books and producer of Sunset Films. The purchase price will be approximately $225 million, consisting of about $80 million in cash and $145 million in preferred stock.

Sunset Books specializes in lifestyle trade paperbacks that are moderately priced and distributed not only through book and department stores but also in such nontraditional outlets as plant nurseries, hardware, home improvement, building supplies and stationery stores. The company, which is set among spectacularly landscaped grounds in Menlo Park, Calif., south of San Francisco, also publishes illustrated coffee-table books.

The roots of the company go back to 1898, when the Southern Pacific railroad began publishing a magazine to promote the West—and its railroad. Laurence W. Lane bought the magazine in 1928, and three years later the first booklet was published as promotion for the magazine. Soon Sunset became one of the first book publishers to move into supermarket and specialty stores, to develop its own wire racks, to distribute through magazine wholesalers and to publish house-written titles. The sons of Laurence Lane, L. W. (Bill) Lane Jr. and Melvin B. Lane, are co-chairmen of the family-owned company, which has about 400 employees, and will serve as consultants to Time Warner.

Both books and *Sunset* will be part of Time Warner's subsidiary, the Time Inc. Magazine Company, headed by Reginald K. Brack Jr.

Justice Department Sued For Harassment

A distributor of sexually oriented films and other materials has filed suit in federal court accusing the Justice Department of harassing businesses like it under the rubric of an anti-pornography program suggested by the "Meese Commission."

The suit, brought by Adam & Eve of North Carolina, said in the suit and in statements by its lawyer that the company has been the subject of grand jury investigations in Kentucky and Utah as part of a "moral crusade" waged by the Justice Department.

The firm's attorney, Bruce Ennis of Jenner & Block of Washington, D.C., said, "DOJ agents have systematically threatened, harassed, and intimidated Adam & Eve in an attempt to prevent the company from conducting a legal and constitutionally protected business."

Ennis' firm described the company as one that distributes "sexually oriented but non-obscene publications and videotapes, as well as contraceptives" by mail, only to adults, and only on request. The company was formed in 1970 by two University of North Carolina family-planning graduates as the first contraceptive mail-order business, which now grosses about $20 million a year.

The suit, filed in U.S. District Court for the District of Columbia, asked the court to bar the Justice Department from threatening criminal prosecutions, taking action against the company or otherwise intimidating the company because of its business.

Ennis said Justice began harassing Adam & Eve in 1986 after it created the National Obscenity Enforcement Unit, as suggested by the Pornography Commission headed by then Attorney General Edwin Meese. The unit in turn formed an investigative unit, PostPorn. The PostPorn method, Ennis said, includes threatening to prosecute the company in every jurisdiction possible at a prohibitive legal-defense expense for the target "unless the company goes out of business." —HOWARD FIELDS

Godoff Returns to AMP After One Month at Doubleday

One month after she left to become executive editor at Doubleday, Ann Godoff has returned to Atlantic Monthly Press in her previous position as vice-president and executive editor.

At Doubleday, Godoff told *PW*, "I realized how much I like being in a small publishing house. It came to me in a flash, as a kind of epiphany, and I wanted to leave before I got committed to projects." She emphasized that she found "tremendous talent" at Doubleday and that Stephen Rubin, president and publisher, and his staff had made her feel welcome. "But it was a coming to terms with what freedom I have here in acquiring and publishing on a book-by-book basis."

Specializing in mainstream nonfiction, of which the bestselling *Parting with Illusions* by Vladimir Pozner is an example, Godoff said she felt her authors could be better served in an independent house.

Noting that Godoff has been instrumental in building Atlantic Monthly Press since the beginning of its present structure in 1986, publisher Carl Navarre said, "We feel very lucky to have Ann back with us."

In a memo to the Doubleday staff, Rubin announced Godoff's departure with "enormous regret" and added, "Atlantic is offering her the chance to do a kind of personal hands-on publishing that could be a unique opportunity."

AAP Sales Report for February

Category	% change, February*	% change, YTD
Adult hardcover	-19.9	2.1
Adult paperback	20.4	27.8
Juvenile hardcover	16.6	11.4
Juvenile paperback	28.7	39.7
Univ. pr. hardcover	9.1	14.5
Univ. pr. paperback	29.9	19.5
Bibles, etc.	77.5	51.9
Mass market paperback	44.2	34.0
Book club	-10.5	-4.5
Mail order	4.6	-9.0
Sci-tech	6.5	11.3
College texts	5.4	15.6
School texts	43.9	15.8

*Percent changes measured against same time periods, 1989.